

## THE EVENING WORLD'S RADIO PHONE SERVICE COLUMN.

WOR-NEWARK  
400 METRES.

2.30 P. M.—"Nagliges and the Most Formal Tea Gown of the Season," courtesy of the Nest Publications.  
2.35 P. M.—Recital by Miss Millie Kreuder, contralto of Maplewood, N. J.  
2.45 P. M.—Recital by John Thys Thomas, tenor.  
3.15 P. M.—"Calf Club Work" by John W. Bartlett, Secretary of the New Jersey State Holstein-Friesian Association.  
3.45 to 4 P. M.—Songs by Millie Kreuder.  
6.15 P. M.—"Darktown Night," by Jolly Bill Winks.  
6.30 to 7 P. M.—"Sporting News Up to the Minute," by Fred J. Bendell.

WGI-MEDFORD HILLSIDE  
500 METRES.

7 A. M.—"Before Breakfast Set-Ups," Arthur E. Baird.  
9.30 A. M.—Retail prices by the Massachusetts Department of Agriculture.  
10.30 A. M.—Official New England and Ocean Forecast.  
11.30 A. M.—Music on Mechanical Players.  
1.30 P. M.—Boston Farmers Produce Market Report; Official Weather Forecast.  
2 P. M.—Mid-afternoon News Broadcast; Mechanical Music.  
4 P. M.—Brighton Live Stock Market, Fruit and Vegetable Market, Dairy and Produce Market, Chicago Live Stock Market, Boston Farmers Produce Market Report.  
6.30 P. M.—Boston police reports, late news flashes, early sports news.  
7 P. M.—Evening program of story and music.

WJZ-NEWARK  
500 METRES.

1.30 P. M.—Closing prices on stocks, bonds, grain, coffee and sugar.  
5.45 P. M.—Sporting events.  
5.55 P. M.—"Iron and Steel Review," by the Iron Age.  
6 P. M.—Musical program.  
7 P. M.—"Animal Stories," by Florence Vincent Smith.  
9 P. M.—Fourth Radio Concert by the U-Knott Six Dance Orchestra of Jersey City and Newark, N. J.  
9.15 P. M.—"Building Capital With a Savings Account," by A. Koppel.  
9.30 P. M.—Dance music by the U-Knott Six Dance Orchestra.  
9.55 to 10 P. M.—Arlington Time Signals. Official Weather Forecast.  
10.01 P. M.—"One of Ours" Willa Cather, a book review by Grace Isabel Colman.

WAAM-NEWARK  
300 METRES.

11 to 11.55 A. M.—Mechanical player selections.

3 to 3.40 P. M.—Phonograph records.  
3.40 to 4 P. M.—Code practice for those desirous of learning to read international Morse.  
8 to 9 P. M.—Mr. William D. Goble, tenor, will sing.



### Feminine Fancy

Dr. Reed's Cushion Shoes for women range from modish dress pumps with the high Cuban heel all the way to low-heel types for Autumn sport wear.

There's no mystery behind their growing popularity. Dr. Reed's simply delight the feminine fancy and satisfy the discriminating woman's judgment.

The cushion sole imparts unusually pleasant wear, while the choice leathers and thorough workmanship supply enduring fit and appearance.

**Dr. A. Reed**  
CUSHION SHOES

For Women Made by  
JOHN EBBERTS SHOE CO.  
SOLD ONLY AT

1372 Broadway, at 37th Street  
12 Park Place, Woolworth Bldg.

Shop by Mail Through  
Our Mail Order Department

We Have Served the Public Faithfully for Eighty Years

## GIMBEL BROTHERS

32ND STREET—BROADWAY—83RD STREET—NEW YORK CITY



## MINK

the Fur of Regal Elegance

The GIMBEL FUR SHOP presents a magnificent collection of luxurious Mink Coats, Capes and Wraps—distinctive new designs suitable for Opera, evening and street wear. Fashions created by the most skilled Furriers, of perfectly matched and well selected prime skins.

At the Lowest Prices in Years

Natural Mink ¾ Length Coat..\$375	Natural Mink 46 Inch Cape...\$795
Natural Mink 40 Inch Coat...\$595	Natural Mink 45 Inch Flare
Natural Mink 45 Inch Wrap...\$675	Coat.....\$765
Natural Mink 45 Inch Dolman\$695	Natural Mink 45 Inch Wrap...\$850
Natural Mink 46 Inch Circular	Natural Mink 45 Inch Wrap...\$1150
Cape.....\$645	Natural Mink Cape.....\$1275
Natural Mink 45 Inch Coat	Natural Mink 45 Inch Wrap..\$2500
Wrap.....\$725	

"GIMBELS FURRIERS SINCE 1842"

GIMBELS FUR SHOP—Third Floor

## Exceptional Value---These Women's Riding Boots

IN ALL SIZES **\$15** IN ALL SIZES

A premier maker's premier riding boot. Tan or black calf; walking heel of leather. Easy to put on. Easy to pull off. Clean-cut as a cameo. Quality leather and shoe-craft and correctly severe style. With the distinction of the Park Mall. With the savoir faire of Piccadilly. A Blue-ribbon winner at this sporting price.

GIMBELS WOMEN'S SHOE SHOP—Second Floor

## Save! Colored Printed BED SPREAD SETS

For Holiday Dress-up  
Time About the House:  
Here's a Good Low Price

Printed on unbleached crinkle cloth—the kind that launders so well, and never needs an iron. Bolster cover and spread, trimly scalloped, bird and flower patterned in any of seven colors! At a big saving.	72x90 inch \$4.85 Set
	81x90 inch \$5.50 Set
	90x96 inch \$5.95 Set

## Value! All Wool BLANKETS

**\$12.50**  
Pair

A fine grade of California all wool stock—full size, 70x80 inches. Full weight, 5 pounds. Patterns right, too—the large block plaids, so attractive. In pink, blue, tan or gray.

GIMBELS BLANKET SHOP—Second Floor

## SPECIAL! Safety Razor Shaving Sets

Copy of a High  
Priced Shaving Set

**\$1.45**

A compact tube shape nickel case, with two compartments. In one is a fine safety razor and metal box for extra blades. In the other compartment a good shaving brush and shaving soap.

An Ideal Gift for  
The Man Who Travels

GIMBELS CUTLERY SHOP—Street Floor



## The Unusual in SWEATERS

Brushed Wool Mohair with Gay  
Roman Stripe Trimming.

A fine quality Mohair! Warm yet light. Soft and very comfy! Slip-over style, collar buttoning high with four loops and fancy buttons. The stripe effect is worked out in artistically harmonizing shades.

**\$10.75**

Misses' and Women's sizes,  
36 to 44

Silver, Jamaica, Camel, Seal  
and Navy: with Roman stripes.

GIMBELS WOMEN'S SWEATERS—Third Floor

## Ribbon Novelties From Our Ribbon Gift Shop

Have a Happy Way of  
Playing the Gift Role

Visit the early showing of Novelties made of Ribbons. These, in connection with the marvelous Ribbons on display, suggest a hundred or more dainty trifles, so popular around Christmas, such as:

Bags of All Kinds, Ribbon Trimmed  
Shoe Trees, Ribbon Sashes and Hair  
Bows, Ribbon Pin Cushions, Ribbon  
Lingerie sets, Baby Garter Sets, Coat  
Hangers, Ribbon Vanties, etc.

Ribbons for Tying Christmas Packages:  
Piece of 10 Yards, 18c to \$1.00 Piece

GIMBELS RIBBON SHOP—Street Floor

## Music Salons Open Evenings Until 9 o'Clock

GIMBELS—Eighth Floor. After 5:30 P. M.  
Use 83rd Street Entrance, near Broadway

## Distinctive Party FROCKS

For Mademoiselle  
Who Plays

Frocks of Individuality That Always  
Have a Place in the  
Wardrobe of Youth

**\$39.50**

For formal occasion, there's the lace and Chiffon frock of rainbow hue and thistledown softness—radiant as Youth itself. Or the more dignified Metal Cloths that correspond to the costume needs of the most brilliant occasions.



Informally speaking, the Velvet frock (such as the one sketched) has a happy way of appearing charming at all times, with a hint of gladness in lace berths, glossy ribbons and a touch of color.

GIMBELS MISSES' OWN DRESS SHOP—Third Floor

## Fur Bandings or Trimmings

A wonderful variety—each one a leading VALUE! Every desirable Fur represented—to supply your every need—for Frocks, for Suits, for Coats, for Hats. 1 to 12 inches wide.

GIMBELS FUR SHOP—Third Floor

## Personal Christmas Greeting Cards

Early Displays Offer for Your  
Selection Cards, Booklets or  
Folders to be Engraved With  
the Desired Name or Names

We Invite You to Inspect  
Our Sample Books

Sentiments and Designs  
to Suit the Most  
Discriminating Taste

The spirit of good will, incurring no obligation, is gracefully conveyed by the personal Christmas Greeting Card. Place your order early.

GIMBELS STATIONERY SHOP—Street Floor

We Have Served the Public Faithfully for Eighty Years

## GIMBEL BROTHERS

82d STREET—BROADWAY—33d STREET—NEW YORK CITY



## Note the Elastic Top of Your Corset

Mustn't bind. Mustn't make the flesh bulge above it. Mustn't catch your skirt bands. Here's a corset that provides against the "mustn'ts" by running the bones—there are not many of them—right up to the top; BUT stopping the stitching below the elastic. A springy top. A smooth, comfy top. Smart of line. A feature of the

**Bon Ton**  
CORSETS

Sketched Above:

Corset with long hip and back, the clever Bon Ton elastic top. Heavier back boning for straighter lines. Free hip. Bon Ton \$5.00

Sketched Right:

A semi rubber girdle alternating elastic with fabric. Shaped to prevent "digging" in at the waist. Elastic hip section for freedom of motion. Bon Ton \$3.50



Other Bon Ton Corsets \$3.50 to \$15.00

GIMBELS CORSET SHOP—Second Floor

## Men's PHOENIX Golf Hose

3000 Pairs All-Wool  
2000 Pairs Silk-and-Wool  
1000 Pairs Wool-and-Cotton

**69c**  
PAIR

3 Pairs  
for \$2.00

The silk - and - wool come in cordovan, cordovan - and - green, brown - and - navy.

The all-wool come in brown, in green, in blue. Regular style. And footless.

The wool-and-cotton come in solid colors and heathers.

All with turn-down tops  
Sizes 10 to 12

Make of the highest rank. As to value—they're new—perfect—regularly two to three times the price. But discontinued numbers—the season's lot-ends of these patterns. Silk-and-wool in a light weight. Pure wool, in a medium weight. With turn-down tops. Stock up for winter!

Discontinued Numbers  
of Phoenix Hose

Every Pair Perfect

GIMBELS HOSIERY SHOPS—Street Floor and Downstairs Balcony

Brooklyn, Long Island and New Jersey Customers Direct to Gimbels via Tubes and Subways